R.J. REYNOLDS
TOBACCO COMPANY

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April 20, 1998

To: All Region Operations Managers
All Promotion Coordinators
All Regional Sales Managers

Subject: Sam's Club Promotion Processing Update

Ladies & Gentlemen:

The Florida Region Operations Unit has developed an excellent method of communicating their "SME", Tear Tape, and CTS promotions to RJR-Bentonville for processing and ordering by Sam's Club corporate. I am attaching their worksheets for the May Salem Tear Tape promotion for all regions to review and use going forward for these type promotions.

It will speed the ordering and delivery of these promotions if you use this format. Each region will be responsible for ordering their product and display needs to cover the quantities going into the clubs. We will ensure that Sam's Corporate orders by your schedule.

We will continue to send the " workbooks" on all other promotions. If you have any questions let me know. Thanks again to the Florida Region and Eddie Miyares for their efforts to ease the burden!

Marty Washburn

w/attachments

cc: Fiori, AVP'S, AMO's

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Source: https://www.industrydocuments.ucsf.edu/docs/jxly0000

R.J. REYNOLDS TOBACCO CO. AND MCLANE/SUNEAST PROMOTION INFORMATION SHEET

McLane Promotion:	**2-10**	**SAM'S CLUBS ONLY**	
RJR Promotion:	**800438**	**Salem 30¢ Teartape**	
Retail Pick-up Date:	**5/11/98**		
RJR Partner's Code:	***MAYSALSNIPESAMS***		
UIN Number:	**471268**	**Total Number of Shippers:**	**840**
15 Digit Message:	***SAL Q2 .30/1 PK***		
Vendor I.D. #	**74875**		
Product P.O. Number & Delivery Date:		**DR4258-01**	**4/29**
Shipper P.O. Number and Delivery Date::		**DR4255-01**	
Order to Sam's Club		**4/27**	

✦ **Product Requirements:** Salem 30¢ off 1 pack tear tape. Product is in white promotional cartons.

UIN #	Brands	UPC	Size	# Ctns Per Sku	Cases
986042	SAL KING $3 OFF	24194	6M	1	28
986059	SAL 100 $3 OFF	25189	6M	1	28
986067	SAL LT $3 OFF	24196	6M	1	28
986075	SAL LT 100 $3 Off	24197	6M	1	28

✦ **Cost Per Carton - DA billed for 7 packs per carton**

Product Cost Per Carton	State Tax	Display Total
10.84	3.39	14.23
	Tax Stamps Required	***71100***

✦ **Sleeve Requirements:**

Shipper	Weight	Cube	Packing	# of Skus
#541964 Salem 98 sniped 40pk display & shipper	1.71	.875	1/per	840

Special Packing Instructions: SALEM 40-Pack Display/Shipper (1 SKU) Includes paster. One carton each style per display.

Packing Rate: $4.75 per promoted 6m case

cc: Susan McDaniel, Marnee France, Richard Chapman, Margie Reid, Jose Rezendez

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SAM'S MAY 1998 SALEM TEAR TAPE

RETURN AND TRANSFER QTY TO 6910 *ON* OR BEFORE 3/23/98

PROMOTION # 800438

DISPLAY # 541964

RJR REG		#	City	ST	Division	TAX DESIGNATION	SHIPPER QTY ORDERED	PO#	SAL KING	SAL 100	SAL LT	SAL LT 100
233702	775490	6204	VALDOST	GA	SOUTHEAST							
233701	450959	6335	OCALA	FL	SUNEAST		6					
232808	472831	6341	SUNRISE	FL	SUNEAST		21					
233706	560906	6363	JACKSON	FL	SUNEAST		7					
233206	472880	6364	NAPLES	FL	SUNEAST		9					
232602	572633	6387	PINELLAS	FL	SUNEAST		43					
232606	583108	6401	TAMPA	FL	SUNEAST		19					
233202	572572	6403	BRANDO	FL	SUNEAST		51					
232603	583107	6420	CLEARW	FL	SUNEAST		38					
233204	583109	6441	LAKELAN	FL	SUNEAST		53					
233207	588714	6445	PORT CH	FL	SUNEAST		8					
232604	591281	6448	NEW PO	FL	SUNEAST		28					
232806	618535	6637	CORAL S	FL	SUNEAST		28					
232602	613508	6641	PINELLAS	FL	SUNEAST		20					
232606	617224	6642	TAMPA	FL	SUNEAST		16					
233706	472879	8116	JACKSON	FL	SUNEAST		11					
233207	420713	8130	FORT MY	FL	SUNEAST		12					
233502	420629	8138	DAYTON	FL	SUNEAST		105					
232803	430199	8140	LANTANA	FL	SUNEAST		18					
233507	430183	8141	MELBOU	FL	SUNEAST		110					
232801	430193	8150	FORT PIE	FL	SUNEAST		35					
233705	420991	8155	GAINESVI	FL	SUNEAST		29					
232803	430198	8157	WEST PA	FL	SUNEAST		48					
233006	449228	8173	MIRAMAR	FL	SUNEAST		47					
233203	420711	8201	SARASO	FL	SUNEAST		43					
233505	420681	8214	FERN PA	FL	SUNEAST		31					

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233505	594670	8214	FERN PA	FL	SUNEAST		0					
233706	681084	8253	JACKSON	FL	SUNEAST		6					
233504	420678	8290	ORLAND	FL	SUNEAST		23					
							840		28	28	28	28

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